

New Wall Papers

In pleasing variety—in new designs, and tasteful colorings—all moderately priced.

We will be glad to show you them and advise you in the choice of the all-important background for your pictures and furniture.

GIMBELS—WALL PAPER SHOP—SIXTH FLOOR.

New
Store Hours
9:30 to 6

For Other Gimbel News See Page 1, Part IV. and Page 14, Main Section.

Gimbel Brothers
32nd ST.—BROADWAY—33rd ST.

New
Store Hours
9:30 to 6

Your Lunch Tomorrow

ought to be eaten in the Gimbel Restaurant on the Eighth Floor; or in the Dairy Lunch, Subway Balcony.

Always there are the very most savory dishes that the Season demands; and in most cases "surprises" that tempt the most jaded appetite. And in the Cafe, smoking is a feature of Gimbel hospitality.

5000 Yards of That Wonderful All Wool Fabric---"Sylvanette,"

FURS Now in Clearance at Investment Prices

Dependable in Quality: Correct in Style



Mink Fur Coat, full length. Reduced to \$895
Hudson Seal Coat, three-quarter length; beaver border and collar. Reduced to \$175
Hudson Seal Coat, with large squirrel collar. Reduced to \$265
Moleskin Coats, full length. Reduced to \$425
French Seal Coats, full length, with Japanese Kolinsky collar and cuffs. Reduced to \$235
Grey Squirrel Coats, trotteur length. Reduced to \$265
French Seal Coats, three-quarter length. Reduced to \$195
Leopard Cat Coats, full length. Reduced to \$225
Natural Nutria Coats, trotteur length. Reduced to \$165

Hudson Seal Coats
trotteur length, with
very fine beaver collar
and large self border.
NOW \$265

Moleskin Sport
Coats
with large cape
collar.
NOW \$255

French Seal Coats
full length, with taupe
squirrel collar and
cuffs.
NOW \$245

Hudson Seal Muff
NOW \$11.50
Dyed Skunk Muffs
NOW \$19.50

Natural Skunk
Capelets
NOW \$55
Muffs NOW \$45

"Gimbels—Furriers Since 1842"

GIMBELS FUR SALON—Third Floor.

Covert Color Gabardine Makes A New Spring Tailormade

man-tailored on lines conveying definitely the Spring style-message

Marked close to cost for a special offering tomorrow **\$49.50**

In the soft sand color, which is the natural tone for covert—and on which Fashion has put the seal of favor for the new season.

Good tailoring assures the perfect fitting of each line.

The lining is a smartly patterned Japanese silk. And the skirt—full skirted and smartly slit pocketed. This model may be had in sizes 34 to 44.

Also at \$49.50, A New Tailormade of Men's Wear Serge in Navy Blue

With a straightline coat—the narrow cross-over belt—of leather or serge.

A Splendid Showing of New Spring Suits up to \$110.
GIMBELS—WOMEN'S SUIT SALON—Third Floor



A New Between-Season Wrap of Bolivia Cloth

Silk lined throughout and warmly interlined, is priced unbelievably little.

\$59.50

When madame removes her fur coat or warm Winter cloth coat—this is the wrap which will smartly and warmly fit the day until the light Spring apparel may be worn.

Tinseltone Bolivia Cloth is a splendid grade . . . thick, light-weight and warm.

We have chosen to have it made in a model of simple distinction that will give unending good service.

New Polo Cloth Top-Coats in Dashing, Well-Tailored Sports Styles
at \$39.50, \$45 and \$59.50

GIMBELS—WOMEN'S COAT SALON—Third Floor.



As "First Aids" to Hospitality

Gimbel Dinner Sets Know no Competitor

Priced at the very lowest figure that is compatible with their quality. Gimbel Dinner Sets add the factor of tremendous variety.

Dinner Sets Range \$22.50 to \$680.00

Illustrated, a new set from Japan that rivals French China in the "biscuit" or body. Typically Japanese decorations in most dainty colorings. Coin gold handles. For 106 pieces, only \$95.00.

Cheese-and-Cracker Set, \$5.00
Two pieces, Colonial in design. Wide border of encrusted gold.



GIMBELS—CHINA SECTION—Fifth Floor.

Only 50 Fixtures

at these prices.

For indirect Lighting.
For Gas, or for Electricity—Only one or two of a kind.

\$9.95

to

\$107.50

including

Federal tax.

Illustrated is a fixture of white translucent glass, decorated in pale blue, \$12.50. All are fully fitted ready for use.

GIMBELS—Fifth Floor.

The Art of Making Bead Bags

is becoming ever more popular.

This showing of Imported Beads

is so bewitching in the combinations of color and the lustre of the various beads themselves that one can realize, in viewing the display, the fascination of combining them in a beautiful bag, sash or necklace, or in the colorful trimming of the new spring gown.

GIMBELS—Main Floor.

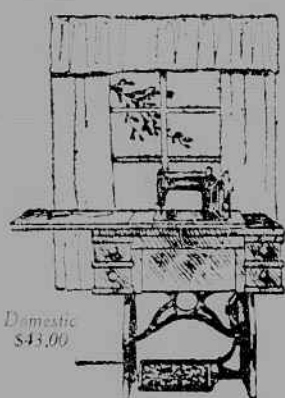
1,500 Yards Laces

Cluny—Platt
Valenciennes
Machine-made

26c Yard

Ready for Spring Sewing! Edgings and insertions for the trimming of lingerie and baby things. Dainty patterns; widths from 2 to 5 inches. Savings of nearly half.

GIMBELS—Main Floor.



Domestic \$43.00

DOMESTIC SEWING MACHINES \$43

The time, the store, the sale—for Domestic at \$43 are values that come once in a lifetime—Every woman knows that! Quantity Limited! Sale begins tomorrow at 9:30 A. M.

\$5 Down \$1 Weekly
brings the machine to your home. No extra charges.

Domestic Cabinet Sewing Machines \$57

14-Section Gimbel Adjustable Dress Forms \$14.95
GIMBELS—Fifth Floor.

CLOSING OUT Regardless of former prices or original cost

75 EXQUISITE OVERBLOUSES

(or Casaques)

at \$19.75

ALL are of finest Georgette crepes or crepe de chine. In such shades as combine with handsome suits or are the important factor in smart afternoon costumes.

Elaborate embroideries are the rule. Silk twist fringe simulating ostrich. Gold cable stitching and fine silk braids. Silk twist and gold thread in combination. Solid embroideries. Few of a model—each a Paris inspiration.

Note: Because of the extraordinary values, none may be exchanged, credited, or C. O. D. or on approval.
GIMBELS—BLOUSE SALON—Third Floor.

Glove Silk Jersey Top Petticoats: \$5.95

A charmingly slim little model, with lovely two-toned taffeta flounce—smartly Van Dyke corded and pleated. Delicious in purple and gold. Equally delicious in every other color combination—and

Just the Right Kind of "Petty" to Be Worn with One's New Spring Suit

GIMBELS—PETTICOAT SHOP—Second Floor.

"Belber" Wardrobe Trunks \$42.50

They Would Cost About That Much at Wholesale Now

No More When They Are Gone

This is an unusual opportunity to buy a substantial and convenient trunk, at a great reduction. It is full size; 40 inches high; 22 inches wide; and 15 inches deep; but because a little shorter than the new model which replaces it we are able to offer it to you at this greatly reduced figure.

This is a fine wardrobe trunk; with rounded edges and corners; protected with brushed hardware; strongly riveted and fitted with a convenient hanging device and 10 assorted hangers; with extra deep drawers for hats and lingerie; with a top drawer having compartments, which lock separately; with shoe pockets and laundry bag.

GIMBELS TRUNK SHOP—Fifth Floor.

New in Millinery! The Rag Rug Turban

fashioned of cired raffia straw in rag rug colorings, braided with strips of patent leather (oil-cloth).



\$16.50

"All that glitters is the gold of Fashion"—improves Paris on the old adage. Gleaning ribbons and straws—cired and lacquered—shiny leathers—they are the word of Spring for Millinery.

Braided strip turbans then—in the soft, multi-colors of quaint rag rugging.

A First Showing in The Gimbel Salons \$16.50

Gimbels French Millinery Salon—Third Floor

Sale of Boys' Clothing

Overcoats—Mackinaws—Suits

Wool Overcoats, in up-to-date belted model, half belted, and double-breasted; sizes 11 to 18.

Sale Price, \$21.75

All Wool Mackinaws, and heavy weight fabric mackinaws in good models.

Sale Price, \$12.75

All Wool Suits, with two pairs of knickers, in up-to-date well tailored model, good fabrics.

Sale Price, \$15.75

GIMBELS—Boys' Clothing Shop—Fourth Floor.

Jersey Cloth

54 inches wide—all wool

\$2.55 Yard

Right at the opening of the Outdoor Season the most wanted knitted Jersey Fabric in the following colors:

Steel Grey
Myrtle
Titian

Navy (two shades)
Suede
African brown

Black
Taupe
Tan

A Special Purchase, specially priced at a third of what nearly every one is asking for it. In the Gimbel regular stock there is the same type of fabric at a price far, far in excess of \$2.55.

This "Sylvanette" is absolutely a perfect fabric, is woven in the larger rib required for modish Sports Apparel, and is woven in a tube so that there need be no seam in the skirt, which simplifies its making.

So remarkable is this "Sylvanette" and so very much the demand for it, that we feel quite certain it will go right out, so come promptly if you want a choice of colors. The price, \$2.55 yard, will be the same as long as this quantity lasts.

GIMBELS WOOL FABRIC SHOP—Second Floor

Silks and Crepes

that are wanted right away and that will be as good months to come as they are right now. Priced judiciously.

At \$1.35 yd. Washable Habutai

27 inches wide. From Japan. The silk of a "hundred uses."

At \$1.95 yd. Washable Satin

36 inches wide—white and flesh. Just the sort you like for blouses and for lingerie.

At \$3.75 yd. Crepe de Chine

Shirting, 32 inches wide. Colored stripes on white ground. So soft and such a good quality.

* * *

Black Dress Satin, \$3.10 yd.

35 inches wide. Specially priced.

Black Crepe de Chine, \$3.00 yd.

exquisite finish.

Navy Blue Satin Charmeuse, \$3.50 yd.

GIMBELS—SILK SECTION—Second Floor



School of Lamp-shade Making

Personally Conducted by Mrs. Susanna Tapson

Opens Monday, February 9th, 3 P. M.

Tea Room—8th Floor Instruction Free

For Enrollment Cards Apply at Art Needlework Shop—Second Floor

These Cotton Fabrics Will Help You

If You Begin Right Away, to Have Charming Summer Apparel

at 50c yd.

Ginghams
Voiles
and "Blue Bird" Batiste.

at 75c yd.

Ginghams
Voiles
Organdies
Novelties.

at \$1.25 yd.

And up to \$6.00. A remarkable collection. Importations.

Use the Gimbel School of Dressmaking and make your whole outfit so inexpensively. Only \$4.00 for 6 lessons, of an hour-and-a-half each. Register at once and begin!

GIMBELS—WASH FABRIC SHOP—Second Floor.

New Floor Coverings

Spring is on the way and the "warm weather home" is shaping itself right now in your mind. Here are the Rugs and all of the other carpeting, linoleums, etc.

Prices Were Never More Judicious

Wool and Fiber Rugs

plain centers. A variety of pretty borders; colors: Blue, Grey, Rose.

9 ft. x 12 ft. \$26.50	4 ft. x 7 ft. \$9.25
7 ft. 6 in. x 10 ft. 6 in. 24.50	36 in. x 72 in. 5.75
6 ft. x 9 ft. 15.25	30 in. x 60 in. 5.00

Fiber Rugs

Plain centers; stenciled borders.

9 ft. x 12 ft. \$18.50	4 ft. 6 in. x 7 ft. 6 in. \$7.50
7 ft. 6 in. x 10 ft. 6 in. 15.25	36 in. x 72 in. 3.35
6 ft. x 9 ft. 11.50	30 in. x 60 in. 2.65

Axminster Rugs

Oriental Designs.

4 ft. 6 in. x 6 ft. 6 in. \$18.25 and \$22.50

6 ft. x 9 ft. 32.50 and 34.25

8 ft. 3 in. x 10 ft. 6 in. 52.50 and 59.25

9 ft. x 12 ft. 55.00 and 65.75

Wilton Velvet Rugs

Seamless.

Oriental Designs and Colorings.

9 ft. x 12 ft. \$72.50

Wilton Rugs

Oriental Designs and Colorings.

Seamless.

9 ft. x 12 ft. \$97.50

GIMBELS—RUG SECTION—Sixth Floor.